

## GM Corner– Marketing the Portal

I talk to many people who have gone to Nebraska.gov to find information on one subject and ended up finding information on multiple subjects. Marketing the portal allows citizens and businesses to find more information about their government, they may not have realized existed.

By marketing the portal, there are many benefits for Nebraska government. Providing an easy reference for citizens and businesses to find government services and information has been a 12 year tradition for Nebraska.gov. Our marketing services include the general promotion of our State, such as our Annual Art Contest. The media has also become accustomed to directing listeners to Nebraska.gov for more information.

We will continue to promote valuable citizen and business services available online.

Brent Hoffman



Sponsored by The Nebraska Secretary of State's Office

The 2008 Nebraska Spirit Art Contest will begin March 3. Nebraska.gov and the Secretary of State's Office invite all the Nebraska K-5<sup>th</sup> grade classes to "Show Their Nebraska Spirit".

Nebraska.gov will publicly recognize the 30 finalists and 6 winners from the public voting. The winner's art submissions will be featured in a downloadable screen saver available until May 2009.

The winners and their families will also be invited to a day of activities in Lincoln, including a ceremony at the State Capitol with Gov. Dave Heineman and Secretary of State John Gale, a tour of the State Capitol, a luncheon at the Governor's Mansion and a visit to the Lincoln Children's Zoo.

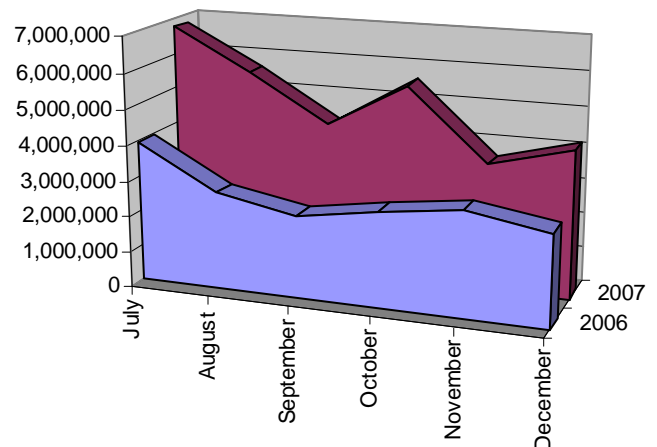
Last year, the contest was a great success! Nebraska.gov is looking forward to another fun contest experience. To read about and view pictures from last year's ceremony day go to: <http://www.sos.ne.gov/youth/art-info.html>.

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## MAKING the GRADE

### Portal Visit History



### Visits to Nebraska.gov

Month	Year	% Change 2006
December	2007	61.7%

% Network Uptime	Average Response Time
98.9%	1.003 seconds

## Portal Highlights

### ADOPTION INCREASE

#### Professional License Renewals– Board of Engineers and Architects

The Board made the decision to enhance its application to produce a printable pocket card license when a licensee renews online. This provides not only instant access to a new license for the licensee, but also saves the Board time and money, in that they do not have to print and send pocket cards from their office. With the upgrade in place for the renewal season, the Board, for the first time, did not send paper forms to their licensees, but instead sent a flyer notifying them of the availability of the new and improved online process.

This increase in online adoption means that thousands of paper forms and checks that had to be hand processed last year, were eliminated. Instead individual licensee renewal data automatically inserted into the office's database, and payment was collected and automatically deposited in the Board's account, saving hours of administrative time.

***"Adoption was increased from 30% in 2006 to 95% during this renewal period!"***

### Nebraska.gov Partner Portal

Nebraska.gov will be launching our new partner portal on January 18, 2008. The partner portal is an online resource to all of our current and future partners. Information available on the site ranges from detailed explanations of the project process, to request submission forms, to demos of recently launched applications.

We anticipate that this portal will provide not only another method of getting information out to our partners, but also will serve as another means of getting feedback from them.



Go to: [www.nebraska.gov/partner/](http://www.nebraska.gov/partner/) to see the Partner Portal.

## Services in the SPOTlight

### Nebraska Court Case Calendar Search

**Who**

Administrative Office  
of the Courts

**What**

Nebraska Court Case  
Calendar Search

**When**

Launched: December 19, 2007

**Where**

<http://www.nebraska.gov/courts/calendar/index.cgi>

The Nebraska Administrators Office of the Courts launched a new online service in December that allows the public to go online and search a specific court calendar for scheduled court dates and other information such as the court room number, hearing time, etc. Currently all county courts are using the system and most district courts.

### UCC Amendments

On December 17<sup>th</sup>, Nebraska.gov, in cooperation with the Secretary of State's Business Services UCC Division performed a "soft" launch of the new online Amendment filing application. Selected banks volunteered to be the first filers, and these filings were monitored for data integrity and accuracy in transmission. The application was officially opened to all UCC filers on December 18<sup>th</sup> and within the first week over 100 filings were received by the agency.

The UCC amendments filing application was a broad reaching and complex project which incorporated 13 different types of amendments.

Selected demos are available for viewing at:

- <http://www.sos.ne.gov/uccappdemo/Assignments/index.htm>
- <http://www.sos.ne.gov/uccappdemo/AssignmentswithCollateral/index.htm>
- <http://www.sos.ne.gov/uccappdemo/CollateralAmendment/index.htm>
- <http://www.sos.ne.gov/uccappdemo/DebtorAddAmendment/index.htm>
- <http://www.sos.ne.gov/uccappdemo/DebtorChangeAmendment/index.htm>
- <http://www.sos.ne.gov/uccappdemo/DeleteSecuredPartyAmendment/index.htm>

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*Winter*

**Newsletter Suggestions**

If you have any questions or  
suggestions about the newsletter  
please contact Abby Anderson at:  
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**New Project Manager / New Position**

Nebraska.gov is excited to announce Natalie Bacon as the newest addition to our portal team!

Natalie Bacon recently joined the staff at Nebraska.gov as a Project Manager. She received her bachelor's degree in Business Administration, with a major in Marketing, from the University of Nebraska-Lincoln. Natalie brings a variety of skills and experiences that will be valuable for her new position. Most recently, she worked for a local car dealership as a Customer Relations Manager. She was also the dealer Facilitator for the corporate quality assurance program.

\* \* \* \* \*

Abby Anderson has transferred her responsibilities from project management to business development for Nebraska.gov. Abby is focusing on partner outreach, and how Nebraska.gov can improve and augment current communications. Abby has been very instrumental in the design of all portal marketing materials, and the new Partner Portal.

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